

# Wildlife Restoration/Hunter Education Advisory Team



## Advisory 2020-005: Marketing and Website Design and Management

May 19, 2020

### **1. Is promoting the State fish and wildlife agency's conservation efforts through a campaign that focuses on the State's species (not just WSFR species) and general marketing activities eligible for WSFR funding?**

**Discussion:** Promoting accomplishments related to a WSFR grant would be eligible for reimbursement. In this example, the marketing activities must be related to efforts to conserve WSFR grant-funded species (i.e. wild birds and mammals, or their habitats). Reptiles, amphibians, insects, etc., are not eligible under Wildlife Restoration funding. If the primary purpose of a marketing project is to promote or increase agency recognition it would NOT be eligible for WSFR funding.

**Advisory:** A communications project to inform and educate about activities the State fish and wildlife agency conducts to conserve WSFR-eligible species (wild birds, mammals, or their habitats) and grant-related accomplishments would be eligible for WSFR reimbursement provided the subject species is in a WSFR-funded grant. All costs associated with a marketing campaign and creating a marketing plan must be properly allocated according to WSFR eligibility and Federal cost principles.

### **2. Are the costs of website redesign eligible for WSFR funding?**

**Discussion:** Costs of website development, operation and maintenance, or redesign must be evaluated to determine if they meet the criteria of Federal cost principles (necessary and reasonable) and costs are properly allocated to eligible activities. Evaluation and assessment of what information is presented through the entire website should be conducted.

**Advisory:** Only those components of the website that are directly related to WSFR-funded activities are eligible for WSFR funding. These could include outcomes from grants activities approved for research, monitoring and inventory, land acquisition, land management, hunter education, and R3 information. Content that is not WSFR-grant related or that promotes the agency (i.e. agency organization/contacts, general nature content, hearing notices, law enforcement) would be ineligible. Costs must be properly allocated between eligible and ineligible content/activities.

### **3. Question: Are costs for promoting the State fish and wildlife agency's R3 and public target range activities eligible for WSFR funding?**

**Discussion:** The Team acknowledged that these activities are eligible as included in the law under *hunter and recreational shooter recruitment*.

**Advisory:** Yes, if a State has public target range (archery or firearms) grants, they can include as part of the grant disseminating information on public target ranges and opportunities that exist at each range. R3 activities need to be defined and approved in a grant. A project and associated costs to promote WSFR grant-related accomplishments would be eligible for WSFR reimbursement provided the promoted project and activities are in a WSFR-funded grant.